MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BMR3164 – BRAND MANAGEMENT

(All sections / Groups)

10 JULY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of ONE page with FIVE Questions only.
2. Attempt **ALL QUESTIONS.** Distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Attempt ALL questions

QUESTION 1

Using appropriate examples, discuss the difference between product and brand.

(20 Marks)

QUESTION 2

Imagine you are the marketing manager of a new energy drink company that is entering a crowded market with well-established competitors. Define Point of Parity and using appropriate example(s), explain why it is important for your brand to identify and leverage its own points of parity.

(20 Marks)

QUESTION 3

Discuss any 5 dimensions of brand performance in Consumer Based Brand Equity (CBBE) concept.

(20 Marks)

QUESTION 4

Discuss any **FIVE (5)** implication of band resonance concept on brand management.

(20 Marks)

QUESTION 5

a. Define *Brand Element* and discuss its role in brand management

(10 marks)

b. Imagine you are starting a new clothing brand that targets young adults who are environmentally conscious. List and discuss two criteria you should consider when choosing brand elements that will effectively communicate your ***brand's eco-friendly values and appeal*** to your target audience.

(10 marks)

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